

ABSTRAK

Yanti, Ni Putu Yayuk Puspita (2023), *Pengaruh Digital Marketing Memediasi Literasi Digital dan Inovasi Produk Terhadap Kinerja UMKM Binaan Inkubator Bisnis Universitas Udayana*. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata kunci: Digital Marketing, Literasi Digital, Inovasi Produk, Kinerja UMKM

Penelitian ini menginvestigasi hubungan antara literasi digital, inovasi produk, digital marketing, dan kinerja Usaha Mikro, Kecil, dan Menengah (UMKM) di bawah binaan Inkubator Bisnis Universitas Udayana. Metode kuantitatif kausal dengan pendekatan Structural Equation Modeling (SEM) dan alat analisis Partial Least Squares (PLS) digunakan untuk menggali keterkaitan antar variabel tersebut. Adapun populasi dari penelitian ini sejumlah 187 UMKM binaan Inkubator Bisnis Universitas Udayana dan sampel yang digunakan adalah 100 UMKM. Hasil menunjukkan bahwa literasi digital tidak berpengaruh signifikan terhadap kinerja UMKM, inovasi produk tidak berpengaruh signifikan terhadap kinerja UMKM, digital marketing berpengaruh signifikan terhadap kinerja UMKM, literasi digital berpengaruh signifikan terhadap digital marketing, inovasi produk berpengaruh signifikan terhadap digital marketing, digital marketing memberikan efek mediasi sempurna pada pengaruh literasi digital terhadap kinerja UMKM, dan digital marketing memberikan efek mediasi parsial pada pengaruh inovasi produk terhadap kinerja UMKM binaan Inkubator Bisnis Universitas Udayana. Penemuan ini memberikan wawasan mendalam tentang bagaimana UMKM dapat memanfaatkan literasi digital, inovasi produk, dan strategi pemasaran digital untuk meningkatkan kinerja bisnis mereka.

ABSTRACT

Yanti, Ni Putu Yayuk Puspita (2023), "*The Influence of Digital Marketing in Mediating Digital Literacy and Product Innovation on the Performance of SMEs Affiliated with the Business Incubator of Udayana University.*" Thesis, Management Science, Postgraduate Program, Ganesha University of Education.

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Keywords: Digital Marketing, Digital Literacy, Product Innovation, SME Performance

This research investigates the relationship between digital literacy, product innovation, digital marketing, and the performance of Micro, Small and Medium Enterprises (MSMEs) under the guidance of the Udayana University Business Incubator. Causal quantitative methods with a Structural Equation Modeling (SEM) approach and Partial Least Squares (PLS) analysis tools are used to explore the relationships between these variables. The population of this research was 187 MSMEs assisted by the Udayana University Business Incubator and the sample used was 100 MSMEs. The results show that digital literacy has no significant effect on the performance of MSMEs, product innovation has no significant effect on the performance of MSMEs, digital marketing has a significant effect on the performance of MSMEs, digital literacy has a significant effect on digital marketing, product innovation has a significant effect on digital marketing, digital marketing has a perfect mediation effect on the influence of digital literacy on the performance of MSMEs, and digital marketing provides a partial mediating effect on the influence of product innovation on the performance of MSMEs assisted by the Udayana University Business Incubator. These findings provide in-depth insight into how MSMEs can utilize digital literacy, product innovation and digital marketing strategies to improve their business performance.